



Attention: Insurance Industry Media

Swiss Re Corporate Solutions remains a Full Partner of the Broker Identity Program for 2019

Toronto, July 24, 2019 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Swiss Re Corporate Solutions has maintained its support of the Broker Identity Program (BIP) at the Full Partner level.

The sponsorship will support IBAC's Broker Identity Program (BIP), a national advertising campaign that raises awareness of the significant value that insurance brokers provide for their clients – choice, advice and advocacy. With a redesigned logo and our new "Before the Quote" platform, the BIP campaign is reinvigorating the brand and highlighting the value of the broker distribution system.

In addition, their investment will contribute to important IBAC initiatives including IBAC's technology leadership, professional development of the broker workforce, and our strong and effective federal advocacy to maintain the separation of banking and insurance, which protects consumers and promotes a fair and competitive marketplace.

"We have been an active supporter of IBAC and its programs since 2003," said Adrian Hall, CEO Canada, Swiss Re Corporate Solutions. "Its mission of advocacy for the broker and customer community closely aligns with our commitment to client centricity and long-term relationships across Canada's insurance industry"

IBAC Chief Executive Officer Peter Braid added: "Swiss Re's long-standing partnership with IBAC reflects our shared values of providing excellence in the insurance marketplace. We appreciate their ongoing support for our programs, and their vote of confidence in the important role of insurance brokers."

About Swiss Re Corporate Solutions

Swiss Re Corporate Solutions provides risk transfer solutions to large and mid-sized corporations around the world. Its innovative, highly customized products and standard insurance covers help to make businesses more resilient, while its industry-leading claims service provides additional peace of mind. Swiss Re Corporate Solutions serves clients from over 50 offices worldwide and is backed by the financial strength of the Swiss Re Group. Visit corporatesolutions.swissre.com or follow us on [linkedin.com/company/swiss-re-corporate-solutions](https://www.linkedin.com/company/swiss-re-corporate-solutions) and Twitter @SwissRe_CS.

About IBAC:

Founded in 1921, the Insurance Brokers Association of Canada is the national voice of over 38,000 property and casualty insurance brokers, advocating for the interests of both insurance brokers and consumers to the Government of Canada. The Broker Identity Program (BIP) was launched in 1988 to promote the value and professionalism of the insurance broker to consumers, insurers and governments.

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